**DELIVERABLE 2**

**Root Cause Analysis questions**

As there may be several factors contributing to the decline in sales, you needed to analyse customer comments first to understand what the recurring theme was – what issue has gathered the most negative comments. In this case it was the checkout process.

You could then ask questions that would allow you to uncover the link between the declining sales and the checkout process. Further questions would help you find out the root cause of the problem which was in this example a lack of understanding of customer preferences by the marketing department. This lack of understanding led to a poor design of a checkout process.

Obviously, since this was a fictional exercise, your final conclusion depended on the answers you provided to the preceding questions. The purpose of this exercise wasn’t really to uncover the root cause of the problem but to test your understanding of the 5 Whys technique. Your conclusion therefore could have varied from the solution given here.

**Why Question 1**

**Why are the sales down?**

Answer: Because the customers are not happy with the new website design.

**Why Question 2**

**Why are the customers not happy with the website design?**

Answer: The customers are not happy with the website design because:

* The checkout process is confusing and slow.
* There are limited payment options, only accepting credit cards.
* The store navigation is confusing due to inconsistent product grouping.
* There are technical issues, such as slow loading times.

**Why Question 3**

**Why is the checkout confusing and slow and there are limited payment options?**

Answer: The website requires customers to create an account before completing their purchase. There is no guest checkout, and for added security payment is only available using Paypal.

**Why Question 4**

**Why does the website require customers to create an account?**

Answer: Because the marketing department wants to gather customer data for marketing purposes and to track purchase history.

**Why Question 5**

**Why does a marketing department want to gather customer data?**

Answer: The company wants to gather customer data because they believe that having customer accounts will lead to increased customer retention and personalized marketing strategies.

**Why Question 6**

**Why does the company prioritize gathering customer data over providing a smooth checkout experience?**

 Answer: Because they haven't conducted any market research to understand customer preferences and behaviours regarding checkout processes.

**Recommendation**

(Question 7)

The root cause of the problem is the marketing department's decision to redesign the website without conducting market research to understand customer preferences and behaviors regarding the checkout process and payment methods. The best course of action would be to redesign the checkout process once again, taking into consideration the customers’ complaints.